

Music Distribution + TikTok Playbook

RAFAEL HUNNA — MUSIC DISTRIBUTION + TIKTOK PLAYBOOK

Built 2026-06-19 · what to do with your streaming + TikTok + UnitedMasters assets · everything serves the same thesis: platforms = the hook, owned channels = the money.

YOUR ASSETS (as found today)

- **TikTok @rafafelhunna** — 4,758 followers · 55.6K likes · **one public video at 272.4K views** (a "what would you do with this beat?" sound-first hook). Everything else archived.
- **Spotify + Apple Music** artist accounts — a few songs live.
- **UnitedMasters** — paid distribution subscription (gets you on the DSPs, keeps your ownership).
- Bio CTA currently = Cash App [\\$rafaeljermaine](#) (note: different from your business [\\$RafaelConsults](#) — see "Fix" below).

THE BIG IDEA (so this doesn't contradict your brand)

Your message is "own your distribution." That does **not** mean quit Spotify/TikTok — it means don't be *dependent* on them. Use the platforms to *find* fans (free reach), then **capture them into channels you own** (email, text, rafaelhunna.com). You literally live the message: indie through UnitedMasters, you keep your masters, you sell direct. **Your streaming presence is proof for your pitch, not a contradiction** — same play KingFedarro runs. Lead with that framing everywhere.

WHAT TO DO — IN PRIORITY ORDER

1. UN-ARCHIVE your best 6-9 videos (do this first, today)

Leaving ONE video public is costing you. When someone hits your 272K viral video and taps your profile, they find a ghost town — so they don't follow and they don't binge. The 2026 rule is blunt: **viral moments only convert when your profile + back catalog are ready to catch the attention**. Bring back your strongest 6-9 (keep the genuinely weak ones hidden). Give visitors a reason to stay.

2. Turn the 272K video into a funnel (this week)

- **Pin it.** It's your best social proof.
- Add a **link in bio** to [rafaelhunna.com](#) (and a streaming smart-link) so attention has somewhere to go.
- Use the "**272K+ views**" as a **credibility stat** on your landing page and in the warm-up posts.
- Repurpose it natively to **IG Reels + YouTube Shorts** (re-upload, don't cross-post with the TikTok watermark).

3. Claim & polish Spotify for Artists + Apple Music for Artists

- Through UnitedMasters, **claim both artist profiles** — verified checkmark, pro photo, bio, "Artist Pick," and **Canvas** (the looping video on each track). This is your credibility layer; a bare profile kills the conversion a viral moment hands you.
- Make sure your **back catalog is "release-ready"** before you drive traffic — that's where streaming retention comes from (artists who pair TikTok with a ready Spotify profile see 2-3x better listener retention than relying on virality alone).

4. Work the UnitedMasters-TikTok pipeline

- UM has an official TikTok partnership: get your **original sounds into TikTok's sound library / Commercial Music Library** so (a) you can legally use them on your own posts and (b) **other creators can use your sounds** — that's a compounding UGC reach engine.
- Push your sounds from TikTok straight to **all DSPs via UM** and get paid while keeping ownership.
- Explore UM's **brand-deal + sync** opportunities — a revenue stream that fits "own your work" perfectly.

5. Run the content cadence that's already working for you

- **3-5 posts/week.** Your viral hit was *sound-first* ("what would you do with this beat") — that's a UGC trigger. **Lean into that format**; it invites duets/stitches that multiply reach.
- Mix: **sound-first** when you drop new music, **video-first** (story, build-in-public, your face) between releases. The video-first beats double as the rebrand warm-up content from your sequence doc.

6. Fix the brand consistency (5 min)

Your artist TikTok points to [\\$rafaeljermaine](#) ; your business is [\\$RafaelConsults](#) . Pick the rule: keep [\\$rafaeljermaine](#) for **fan/music** payments (tips, beat sales) and [\\$RafaelConsults](#) for **client/business** — and make the bio link the one consistent next step on every profile.

HOW THIS FEEDS THE REBRAND WARM-UP

- The 272K video + un-archived catalog = the "music = hook" Phase 1 anchor.
- "I distribute through UnitedMasters, own my masters, sell direct" = the exact origin-story for Phase 2 (the genuine shift).
- Streaming/TikTok proof = credibility stats on the landing page for the Phase 3 soft reveal.

NEXT 60 MINUTES

1. Un-archive your 6-9 best TikToks + pin the 272K one.
2. Put [rafaelhunna.com](#) in the TikTok bio.
3. In UnitedMasters, confirm your sounds are pushed to the TikTok sound library + DSPs, and claim Spotify/Apple artist profiles.

REVENUE IMPACT

- Direct: streaming royalties (UM, 100% kept), beat sales, possible UM brand/sync deals.
- Bigger: 272K of proven reach → captured into owned audience → buyers for the \$125 site + recurring systems, and live proof that closes Rafael Consults clients.

LOG IT

- **DISCOVERY (2026-06-19):** TikTok @rafafelhunna has a 272.4K-view viral video but only 1 public post (rest archived)
→ un-archiving is a free conversion fix.
- **DECISION:** Streaming/TikTok = top-of-funnel hook; owned site/list = monetization. UnitedMasters presence reframed as proof of the "own your distribution" thesis.